

USDA Weekly Retail Turkey Feature Activity

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 09/11 thru 09/17.

(e.g., buy 1, get 1 free, etc.)

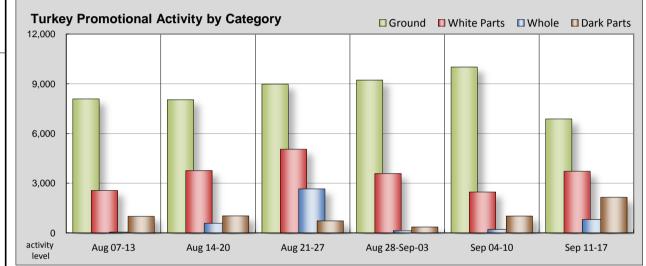
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

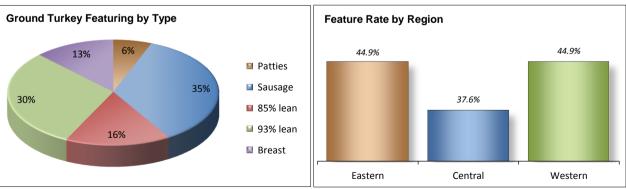
NATIONAL SUMMARY										
	THIS WEEK		LAST	WEEK	LAST YEAR					
Feature Rate 1/	42.6% of 18,600		45.8%	of 18,600	44.1% of 18,000					
reature Rate		tlets		tlets	outlets					
Special Rate 4/	8.1%		6.	.5%	5.5%					
Activity Index 2/	13	,980	14	,850	12,450					
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg				
WHOLE BIRDS:										
Fresh - Hens	570	1.39	50	1.17	60	1.17				
" - Toms	60	1.67	50	1.17						
Frozen - Hens	90		80		90	0.98				
" - Toms	90	1.19	30	1.07	10	0.89				
PARTS:										
Breast:										
Bone-in, whole										
Fresh	300		60		450	2.53				
Frozen	1,750	1.09	1,590	1.25	1,590	1.60				
Hotel Style										
Fresh	350	0.98								
Frozen										
Split, bone-in										
Fresh			70	2.49						
Rotisserie	160	7.85	380	5.88	950	7.83				
Boneless, whole	220	4.02	50	4.45	20	4.36				
Cutlets	680	4.59	80	4.27	700	4.40				
Cutlets, thin sliced	100	4.99	120	4.80	250	4.99				
Strips			10	5.90	20	3.59				
Tenders	160	4.39	110	4.06	320	4.76				
Marinated Tenders	150	4.14	790		500	3.93				
Drumsticks	970	1.56	520	1.26	350	1.44				
Thighs	220	1.75	10	1.19						
Wings	880	1.56	480	1.25	340	1.43				
Necks	60	1.38	10	1.29	150	1.21				
Smoked Drumsticks	10	2.49			180	1.73				
Smoked Wings	10	2.49			160	1.68				
Smoked Necks					150	1.69				
GROUND TURKEY:	6,880	2.87	10,010	2.71	5,890	3.16				
Patties	410	2.65	1,460	2.75	420	2.74				
Sausage	2,430	2.82	2,620	2.66	1,170	2.52				
85% lean	1,100	2.19	1,900	2.23	550	2.07				
93% lean	2,080	2.69	2,760	2.43	1,730	2.63				
Breast	860	4.40	1,270	4.05	2,020	4.36				
Rolls (frsh/frz 1 lb.)	270	1.81	350	1.57	270	1.53				
Note: rolls not included in ground fresh ground turkey total and weighted average.										

Feature activity slows as we pass Labor Day weekend and mark the end of summer and the beginning of the new school year. More stores offer whole turkeys, especially fresh hens. Offers increase on bone-in turkey breasts; attractive prices are available in

This Week's Turkey Feature Highlights

all three regions. Fresh hotel style breasts are actively promoted in the Eastern region at prices that are sure to tempt shoppers. Kosher whole turkeys and turkey breast are offered for the Rosh Hashanah holiday that begins at sundown on September 18. Few stores feature boneless white cuts this week, opting instead to focus on dark meat parts. Fresh drums and wings are very active; prices are in a wide range but the average ad price trends higher. Thighs are popular in the Western region. Ground turkey promotions slow. Feature activity focuses on sausage and 93% lean at higher trending ad prices; post holiday interest in patties declines.





All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. 2/ Activity Index: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). 3/ Stores/Avg: the total number of advertising outlets and the I weighted average price weighted by the respective number of outlets. 4/ Special Rate: the percentage of sampled stores with a no-price promotion

Note: rolls not included in ground fresh ground turkey total and weighted average.



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	EASTERN U.S.			CENTRAL U.S.				WESTERN U.S.		A	
	(CT,DC,DE,FL,GA,MA,MD,M	E,		(AL,AR,IA,IL,II	N,KS,KY,LA,M	I,MN,		(AZ,CA,CO,ID,MT,		MA	
	NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV)		A	MO,MS,ND,NE, OH, OK,SD,TN,TX,WI)			L'ATT	NM,NV,OR,UT,WA,WY)			
Feature Rate 1/	44.9% of 8,400 sampled outlets 10.5% of stores w/ no-price promotions			37.6% of 5,900 sampled outlets 6.2% of stores w/ no-price promotions				44.9% of 4,300 sampled outlets 5.8% of stores w/ no-price promotions			
Special Rate 4/											
Activity Index 2/	Activity Index = 7,820			Activity Index = 2,730				Activity Index = 3,160			
	Price Range	Summary		Price Range Sum			nary	Price Range Summary		nary	
	(\$/pound)	Stores	Wtd Avg	(\$/pc	ound)	Stores	Wtd Avg	(\$/pound)	Stores	Wtd Avg	
WHOLE BIRDS:											
Fresh - Hens	0.99 - 1.99	560	1.40		0.99	10	0.99				
" - Toms	1.29 - 1.99	60	1.67								
Frozen - Hens								1.19	90	1.19	
" - Toms								1.19	90	1.19	
PARTS:											
Breast:											
Bone-in, whole											
Fresh	2.29 - 2.99	220	2.39					2.29	80	2.29	
Frozen	0.97 - 1.39	340	1.04	0.98	- 1.89	820	1.13	0.99 - 1.69	590	1.06	
Hotel Style											
Fresh	0.98 - 0.99	350	0.98								
Frozen											
Split, bone-in											
Fresh											
Rotisserie	8.00 - 8.49	130	8.04		6.99	30	6.99				
Boneless, whole	3.99 - 4.59	220	4.02								
Cutlets	3.99 - 4.99	680	4.59								
Cutlets, thin sliced	4.99	100	4.99								
Strips											
Tenders	4.39	160	4.39								
Marinated Tenders	3.49 - 4.26	130	4.20		3.73	20	3.73				
Drumsticks	1.19 - 1.89	420	1.59	1.00	- 1.69	40	1.42	0.99 - 1.79	510	1.54	
Thighs	1.19	10	1.19		1.49	10	1.49	1.79	200	1.79	
Wings	1.38 - 1.89	350	1.60	1.39	- 1.49	20	1.44	0.99 - 1.79	510	1.54	
Necks	1.38	50	1.38		1.39	10	1.39				
Smoked Drumsticks					2.49	10	2.49				
Smoked Wings					2.49	10	2.49				
Smoked Necks											
GROUND TURKEY:											
Patties	2.49 - 2.99	190	2.79	2.50		220	2.53				
Sausage	2.08 - 3.29	1,600	2.79	2.00		490	2.62	3.19 - 3.27	340	3.27	
85% lean	1.49 - 2.99	970	2.20	1.98		130	2.10				
93% lean	1.99 - 3.84	700	2.72	1.98		660	2.43	2.29 - 3.19	720	2.89	
Breast (99-100% lean)	3.84 - 4.99	580	4.30	3.99		250	4.66	4.08 - 4.54	30	4.22	
Rolls (frsh/frz 1 lb.)				1.00	- 1.99	270	1.81	1			